C7715-3A

SEPTEMBER
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '85 VS '84	% IND	
	1985	1984		1985	1984
A.M.C	14711	24892	59.10	1.33	2.85
(Alliance)	10234	14597	70.11	.92	1.67
(Encore)	3621	8239	43.95	.33	.94
(Eagle)	856	2056	41.63	.08	.24
CHRYSLER	40588	31004	130.91	3.67	3.55
(Laser)	5421	4255	127.40	.49	.49
(Le Baron/GTS)	14246	8305	171.54	1.29	.95
(E/NY/S AY)	20921	18444	113.43	1.89	2.11
DODGE	47168	34688	135.98	4.27	3.97
(Daytona)	5403	3495	154.59	.49	.40
(Colt/Vista/Conq)	4595	4607	99.74	.42	.53
(Omni/Shadow)	12871	10722	120.04	1.16	1.22
(Aries)	11709	7923	147.78	1.06	.91
(Lancer)	5387	2	-	.49	-
(600)	4498	5384	83.54	.41	.62
(Diplomat)	2705	2555	105.87	.24	.29
PLYMOUTH	34558	26785	129.02	3.13	3.06
(Colt/Vista/Conq)	4019	4175	96.26	.36	.48
(Horizn/Sundance)	13394	11396	117.53	1.22	1.30
(Reliant)	13299	9103	146.09	1.20	1.04
(Caravelle)	2734	637	429.20	.25	.07
(Gran Fury)	1112	1474	75.44	.10	.17
CHRYSLER CORP	122314	92477	132.26	11.07	10.58
FORD	149227	108491	137.55	13.51	12.41
(Escort)	46580	33066	140.87	4.22	3.78
(Mustang)	13297	11108	119.71	1.20	1.27
(Tempo)	29365	21741	135.07	2.66	2.49
(Taurus)	-	-	-	-	-
(LTD/Crn Vict)	42236	30899	136.69	3.82	3.53
(T'Bird)	17749	11677	152.00	1.61	1.34
LINCOLN	17495	13203	132.51	1.58	1.51
(Mark VII)	1815	1854	97.37	.16	.21
XR4 Motkar	1161	-	-	.11	-
MERCURY	59840	47814	125.15	5.41	5.47
(Lynx)	9612	5601	171.61	.87	.64
(Capri)	1778	1166	152.49	.16	.13
(Topaz)	7377	6449	114.39	.67	.74
(Sable)	-	-	-	-	-
(Marq/Gr Marq)	27842	23495	118.50	2.51	2.69
(Cougar)	13231	11103	119.17	1.20	1.27
LINC/MERC DIV	78496	61017	128.65	7.10	6.98
FORD MOTOR CO.	227723	169508	134.34	20.61	19.39
BUICK	86559	77864	111.17	7.83	8.91
(Skyhawk)	5631	11425	49.29	.51	1.31
(Somerset Regal)	10056	107	-	.91	.01
(Century)	27777	17317	160.40	2.51	1.98
(Regal)	16091	14665	109.72	1.46	1.68
(Riviera)	4115	3945	104.31	.37	.45
CADILLAC	29358	27129	108.22	2.66	3.10
(Cimarron)	2863	1804	158.70	.26	.21
(Eldorado)	4296	5761	74.57	.39	.65
(Seville)	2156	2786	77.39	.20	.32
CHEVROLET	165578	125637	131.75	14.99	14.36
(Chevette)	16586	13398	123.79	1.50	1.53
(Celebrity)	38862	22393	173.55	3.52	2.56
(Cavalier)	43229	34922	123.79	3.91	3.99
(Camaro)	20305	17179	118.18	1.84	1.96
(Corvette)	2504	2353	106.42	.23	.27
(Monte Carlo)	7778	7485	103.91	.70	.86
OLDSMOBILE	110514	77823	141.82	10.00	8.91
(Firenza)	2665	5425	49.12	.24	.62
(Calais)	15559	240	-	1.41	.03
(Cutlass Ciera)	35396	17090	207.12	3.20	1.95
(Cutlass)	25702	19079	134.71	2.33	2.18
(Toronado)	2672	3558	75.10	.24	.41
PONTIAC	89179	57931	153.94	8.07	6.63
(1000)	2417	2354	102.68	.22	.27
(Sunbird)	12835	12234	104.91	1.16	1.41
(Grand AM)	14735	114	-	1.33	.01
(6000)	16780	9100	206.37	1.70	1.04
(Bonneville)	5279	5024	124.98	.57	.57
(Firebird)	8807	8707	101.15	.80	1.00
(Fiero)	8977	7713	116.39	.81	.88
GEN MTRS CORP	481188	366484	131.30	43.55	41.91
Misc. Domestic	18	24	75.00	-	-
Other Import	259045	220905	117.27	23.44	25.27
U.S. TOTAL	1104999	874290	126.39		

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UNITED STATES SUMMARY
SEPTEMBER 1985 ISSUED 11/85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END
	1985	1984		1985	1984	1984
A.M.C	101171	146319	69.14	1.23	1.91	188752
(Alliance)	56667	77364	73.25	.69	1.01	99533
(Encore)	35204	54188	64.97	.43	.71	68666
(Eagle)	9300	14767	62.98	.11	.19	20553
CHRYSLER	284234	236887	119.99	3.45	3.10	321303
(Laser)	42020	40093	104.81	.51	.52	52079
(Le Baron/GTS)	117387	73717	159.24	1.42	.96	98681
(E/NY/5 AY)	124827	123077	101.42	1.52	1.62	170543
DODGE	371137	299365	123.97	4.50	3.91	406890
(Daytona)	39825	33037	120.55	.48	.43	43474
(Colt/Vista/Conq)	32431	32066	101.14	.39	.42	47168
(Omni/Shadow)	104801	88845	117.96	1.28	1.15	118068
(Aries)	88871	81611	108.90	1.08	1.07	109263
(Lancer)	35223	2	-	.43	-	1499
(600)	42411	44793	94.68	.51	.59	60709
(Diplomat)	27575	19011	145.05	.33	.25	26709
PLYMOUTH	288912	239033	120.87	3.51	3.13	324253
(Colt/Vista/Conq)	30810	28656	107.52	.37	.37	42356
(Horizon/Sundance)	111593	93273	119.64	1.36	1.22	124230
(Reliant)	106105	104563	101.48	1.29	1.37	134721
(Caravelle)	26558	637	-	.32	.01	7668
(Gran Fury)	13835	11904	116.22	.17	.16	15278
CHRYSLER CORP	944283	775285	121.80	11.46	10.14	1052446
FORD	1065100	943806	111.93	12.91	12.42	1286004
(Escort)	319184	277552	115.00	3.88	3.63	379910
(Mustang)	120241	98795	121.71	1.46	1.29	135172
(Tempo)	221580	188365	117.63	2.69	2.46	254680
(Taurus)	-	-	-	-	-	-
(LTD/Crn Vict)	278451	271803	102.45	3.38	3.56	361169
(T'Bird)	123644	113290	109.14	1.50	1.48	154073
LINCOLN	122073	105774	115.41	1.48	1.38	144548
(Mark VII)	15500	23456	66.08	.19	.30	28381
XR4 Markor	4885	-	-	.05	-	2
MERCURY	408821	387946	105.38	4.96	5.08	520868
(Lynx)	62656	48601	128.92	.76	.64	66516
(Capri)	12228	13534	90.35	.15	.18	17680
(Topaz)	58858	54852	107.30	.71	.72	73991
(Sable)	-	-	-	-	-	-
(Marq/Gr Marq)	173659	184189	97.54	2.18	2.40	242876
(Cougar)	95420	86770	109.97	1.16	1.14	119805
LINC/MERC DIV	535779	493720	108.52	6.50	6.46	665418
FORD MOTOR CO.	1598879	1443526	110.76	19.41	18.88	1951422
BUICK	660386	690538	95.63	8.02	9.03	919904
(Skyhawk)	65999	95218	69.31	.80	1.25	119606
(Somerset Regal)	70658	107	-	.86	-	11047
(Century)	172898	153423	112.69	2.10	2.00	203608
(Regal)	87162	147222	59.20	1.05	1.93	183271
(Riviera)	38486	37474	102.70	.47	.49	52257
CADILLAC	226262	230060	98.35	2.75	3.01	310257
(Cimarron)	16695	13595	122.81	.21	.18	18012
(Eldorado)	48159	49972	96.37	.59	.66	68847
(Seville)	23369	25610	91.25	.28	.33	25167
CHEVROLET	1253063	1201934	104.25	15.20	15.73	1557208
(Chevette)	98301	133512	73.63	1.19	1.75	165740
(Celebrity)	270445	241391	112.04	3.28	3.16	317220
(Cavalier)	327214	285008	115.62	3.97	3.70	372720
(Camaro)	158782	154593	102.71	1.93	2.02	198896
(Corvette)	28308	20823	135.95	.34	.27	30400
(Monte Carlo)	82626	95190	86.80	1.00	1.25	115495
OLDSMOBILE	823085	816975	100.75	9.99	10.69	1039774
(Firenza)	38844	46594	83.19	.47	.61	69722
(Calais)	92826	240	-	1.13	-	12064
(Cutlass Ciera)	250857	190059	131.99	3.04	2.49	237917
(Cutlass)	168638	244978	68.84	2.05	3.20	301843
(Toronado)	25848	30255	85.43	.31	.40	41106
PONTIAC	589866	525121	112.33	7.16	6.87	685361
(1000)	17000	20880	81.42	.21	.27	27211
(Sunbird)	90133	97134	92.79	1.09	1.27	124127
(Grand AM)	75456	114	-	.92	-	13858
(5000)	119477	92118	129.70	1.45	1.20	120652
(Bonneville)	40749	51968	78.41	.49	.68	64313
(Firebird)	79408	78364	101.33	.96	1.03	98868
(Fiero)	72537	74812	96.96	.88	.98	92375
GEN MTRS CORP	3552562	3456628	102.54	43.12	45.15	4512504
Misc. Domestic	179	211	84.83	-	-	267
Other Import	2041984	1814835	112.52	24.78	23.74	2423338
U.S TOTAL	8239158	7644804	107.77			10128729

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	39224	10.06	386659	310223	124.63	11.10	10.36
Plymouth	6037	1.55	78398	57896	135.41	2.25	1.93
Ford	97704	25.06	924685	859520	107.58	26.54	28.71
Chevrolet	106219	27.26	932229	818635	113.88	26.78	27.33
G.M.C.	30605	7.85	259110	225904	114.70	7.44	7.54
IH	6127	1.57	53258	47912	111.16	1.53	1.60
Jeep	13005	3.34	119940	104652	114.61	3.44	3.49
Mack/Midliner	1940	.50	22602	17955	125.88	.65	.60
Kenworth	1568	.40	8442	10147	83.20	.24	.34
Peterbilt	1157	.30	9214	9123	101.00	.26	.30
Daimler-Benz Corp.	2314	.59	17205	13162	130.72	.49	.44
Volvo White	1109	.28	9477	7127	132.97	.27	.24
Western Star	78	.02	869	476	182.56	.02	.02
Miscellaneous 1	82735	21.22	661733	512230	129.19	18.99	17.10
U. S. Total	389822		3483801	2394952	116.32		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	264466	122173	-	-	-	-	-	-
(Dodge 1)	193459	66163	-	-	-	-	-	-
Plymouth *	78398	-	-	-	-	-	-	-
Ford	515025	386974	-	-	-	9049	22884	10753
(Ford 2)	334164	116074	-	-	-	-	-	-
Chevrolet	512705	384382	22238	-	191	4624	7601	488
(Chev. 3)	374469	143938	-	-	-	-	-	-
G.M.C.	122175	104892	3250	-	4597	4824	11137	8235
(G.M.C 4)	84020	35002	-	-	-	-	-	-
I.H.	-	-	-	-	-	18920	12394	21944
Jeep	107153	12787	-	-	-	-	-	-
(Jeep 5)	106601	11417	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2952	771	18879
Kenworth	-	-	-	-	-	-	-	8442
Peterbilt	-	-	-	-	-	-	-	9214
Daimler-Benz Corp.	-	-	-	-	-	1889	1460	13856
Volvo White	-	-	-	-	-	-	1122	8355
Western Star	-	-	-	-	-	-	-	869
Miscellaneous	648214	8013	2671	674	266	131	294	1470
Total	2248136	993221	28159	674	5054	42389	57861	102505
1984 Total	1615086	1167656	28634	524	2599	18713	48801	92947
1985 vs '84	139.20	85.57	98.34	128.63	194.46	109.50	118.16	110.28

(Hemi Total)-To be included in GVW 1/2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager PUD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	14197	.17	5761	.08
Chevrolet Spectrum	34527	.42	-	-
Dodge Colt	23094	.28	23886	.31
Dodge Colt Vista SW	7462	.09	5193	.07
Dodge Conquest	1875	.02	2987	.04
Plymouth Colt	21612	.26	21162	.28
Plymouth Colt Vista SW	7341	.09	4860	.06
Plymouth Conquest	1857	.02	2634	.03
AR4 Merkur	4885	.06	-	-
Total Domestic Sponsored Imports	116850	1.42	66483	.87
OTHER IMPORTS				
Audi	57775	.70	51585	.67
BMW	66434	.81	51114	.67
Honda	398537	4.84	366940	4.80
Mazda	139233	1.69	121484	1.59
Mercedes Benz	66773	.81	55090	.72
Nissan	413118	5.01	358638	4.69
Subaru	117113	1.42	108580	1.42
Toyota	420411	5.10	378030	4.94
Volkswagen	143854	1.75	123066	1.61
Volvo	79891	.97	75249	.98
Others	136840	1.69	125059	1.64
Total Other Imports	2041984	24.78	1814835	23.74
	-		-	
GRAND TOTAL ALL IMPORT CARS	2158834	26.20	1881318	24.61

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	50475	1.45	34523	1.15
OTHER IMPORTS				
Isuzu	56071	1.61	30087	1.00
Mazda	83418	2.39	86383	2.88
Mitsubishi	18755	.54	10564	.35
Nissan	199361	5.72	146232	4.88
Subaru	3043	.09	3650	.12
Toyota	277984	7.98	213967	7.14
Volkswagen	13679	.39	14376	.48
Others	1034	.03	2531	.08
Total Other Import Trucks	653345	18.75	507790	16.95
	-		-	
GRAND TOTAL ALL IMPORT TRUCKS	703820	20.20	542313	18.11

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	152284	4.37	141641	4.73
DODGE RAMPAGE	981	.03	7732	.26
FORD RANGER	177351	5.09	165183	5.52
GMC S15	34900	1.00	31852	1.06
UNITED STATES SUMMARY	*CODE (E) FROM DEPARTMENTAL STATE ACCORDING TO R. L. POLK & COMPANY, SUPPLIER TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED *			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8261840	2397417
*1976	9751685	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356685	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(I)1984	10128729	4048998

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
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SEPTEMBER 1985 ISSUED 11/85
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